



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
PUBLIC ENGAGEMENT COMMITTEE MEETING

COMMITTEE MEMBERS

MARK ROSS - CHAIR  
JOHN AVALOS  
SCOTT HAGGERTY  
ROD SINKS

TERESA BARRETT - VICE CHAIR  
TOM BATES  
NATE MILEY  
BRAD WAGENKNECHT

THURSDAY  
JUNE 4, 2015  
9:30 A.M.

7<sup>TH</sup> FLOOR BOARD ROOM  
939 ELLIS STREET  
SAN FRANCISCO, CA 94109

**AGENDA**

1. **CALL TO ORDER - ROLL CALL**

*The Committee Chair shall call the meeting to order and the Clerk of the Boards shall take roll of the Committee members.*

2. **PUBLIC COMMENT PERIOD**

*(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

3. **APPROVAL OF THE MINUTES OF MARCH 5, 2015**

**Clerk of the Boards/5073**

*The Committee will consider approving the attached draft minutes of the Public Outreach Committee meeting of March 5, 2015.*

4. **2015 SPARE THE AIR CAMPAIGN**

**K. Roselius/4647**  
[kroselius@baaqmd.gov](mailto:kroselius@baaqmd.gov)

*The Committee will receive an overview of the 2015 Spare the Air Campaign.*

5. **COMMUNITY ENGAGEMENT OFFICE UPDATE**

**L. Gomez/5093**  
[lgomez@baaqmd.gov](mailto:lgomez@baaqmd.gov)

*Staff will provide the Committee with an overview of the Air District's Community Engagement Program, including an introduction of key staff, division of responsibilities, recent activities, and an outline of proposed activities for the coming year.*

6. **APPROVAL OF CONTRACTS FOR GRAPHIC DESIGN**

**L. Fasano/5170**  
[lfasano@baaqmd.gov](mailto:lfasano@baaqmd.gov)

*The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute two one year contracts with Envall Design and Firedill, for a total amount not to exceed \$125,000 for graphic design.*

7. **BIKE TO WORK DAY OUTREACH**

**W. Wallace/4794**  
[wwallace@baaqmd.gov](mailto:wwallace@baaqmd.gov)

*The Committee will receive an overview of the 2015 Bike to Work Day outreach efforts.*

8. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may: ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2).*

9. **TIME AND PLACE OF NEXT MEETING – At the Call of the Chair**

10. **ADJOURNMENT**

*The Committee meeting shall be adjourned by the Committee Chair.*

**CONTACT:**

**MANAGER, EXECUTIVE OPERATIONS**  
**939 ELLIS STREET, SF, CA 94109**  
**[mmartinez@baaqmd.gov](mailto:mmartinez@baaqmd.gov)**

**(415) 749-5016**  
**FAX: (415) 928-8560**  
**BAAQMD homepage:**  
**[www.baaqmd.gov](http://www.baaqmd.gov)**

- To submit written comments on an agenda item in advance of the meeting. Please note that all correspondence must be addressed to the “Members of the Public Engagement Committee” and received at least 24 hours prior, excluding weekends and holidays, in order to be presented at that Committee meeting. Any correspondence received after that time will be presented to the Committee at the following meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities notification to the Clerk’s Office should be given in a timely manner, so that arrangements can be made accordingly.

Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District’s offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**FOR QUESTIONS PLEASE CALL (415) 749-5016 or (415) 749-4941**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF AIR DISTRICT MEETINGS**

**JUNE 2015**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
<b>Board of Director Public Engagement Committee Meeting</b> <i>(At the Call of the Chair)</i>	Thursday	4	9:30 a.m.	Board Room
<b>Advisory Council Regular Meeting</b> <i>(Meets on the 2<sup>nd</sup> Wednesday of each Month)</i>	Wednesday	10	10:00 a.m.	Board Room
<b>Board of Directors Personnel Committee</b> <i>(At the Call of the Chair)</i>	Thursday	11	9:30 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	9:30 a.m.	Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	15	10:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	17	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	24	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i> - CANCELLED	Thursday	25	9:30 a.m.	Board Room

**JULY 2015**

<b><u>TYPE OF MEETING</u></b>	<b><u>DAY</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ROOM</u></b>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i> - CANCELLED	Wednesday	1	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	2	9:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 3<sup>rd</sup> Thursday of Every Other Month)</i>	Thursday	16	9:30 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	9:30 a.m.	Board Room

## **JULY 2015**

<u><b>TYPE OF MEETING</b></u>	<u><b>DAY</b></u>	<u><b>DATE</b></u>	<u><b>TIME</b></u>	<u><b>ROOM</b></u>
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	20	10:30 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	22	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	Board Room

## **AUGUST 2015**

<u><b>TYPE OF MEETING</b></u>	<u><b>DAY</b></u>	<u><b>DATE</b></u>	<u><b>TIME</b></u>	<u><b>ROOM</b></u>
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	5	9:45 a.m.	Board Room
<b>Board of Directors Executive Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	17	9:30 a.m.	Board Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets on the 3<sup>rd</sup> Monday of each Month)</i>	Monday	17	10:30 a.m.	Board Room
<b>Board of Directors Regular Meeting</b> <i>(Meets on the 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	19	9:45 a.m.	Board Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Meets on the 4<sup>th</sup> Wednesday of each Month)</i>	Wednesday	26	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> <i>(Meets on the 4<sup>th</sup> Thursday of each Month)</i>	Thursday	27	9:30 a.m.	Board Room

VJ- 5/28/15 (3:32 p.m.)

P/Library/Forms/Calendars/Moncal

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/Air Pollution Control Officer

Date: April 28, 2015

Re: Approval of the Minutes of March 5, 2015

RECOMMENDED ACTION

Approve attached draft minutes of the Public Outreach Committee (Committee) meeting of March 5, 2015.

DISCUSSION

Attached for your review and approval are the draft minutes of the Committee meeting of March 5, 2015.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Sean Gallagher  
Reviewed by: Maricela Martinez

Attachment: Draft Minutes of the Committee Meeting of March 5, 2015

## AGENDA: 3 – ATTACHMENT

Draft Minutes – Public Outreach Committee Meeting of March 5, 2015

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 749-5073

### DRAFT MINUTES

Summary of Board of Directors  
Public Outreach Committee Meeting  
Thursday, March 5, 2015

#### 1. CALL TO ORDER – ROLL CALL

Chairperson Mark Ross called the meeting to order at 9:39 a.m.

Present: Chairperson Mark Ross; Vice-Chairperson Teresa Barrett; and Directors John Avalos, Scott Haggerty, Nate Miley, Rod Sinks and Brad Wagenknecht.

Absent: Director Tom Bates.

Also Present: None.

#### 2. PUBLIC COMMENT PERIOD: No requests received.

#### 3. OVERVIEW OF 2014/2015 WINTER SPARE THE AIR SEASON (OUT OF ORDER AGENDA ITEM 4)

Lisa Fasano, Communications Officer, gave the staff presentation *2014/15 Winter Spare the Air Campaign*, including campaign highlights; a video example of a television ad; advertising; media relations and social media information; door-to-door outreach; and results.

NOTED PRESENT: Directors Haggerty and Miley were noted present at 9:45 a.m. and Director Wagenknecht was noted present at 10:00 a.m.

#### Public Outreach Committee (Committee) Comments:

The Committee and staff discussed social media as a component of outreach; the difference in fine particulate matter excesses from 2013-14 to 2014-15; San Geronimo Valley update; notice of violations statistics; and the new television ad.

Public Comments: No requests received.

Committee Action: None; receive and file.

**4. APPROVAL OF MINUTES OF OCTOBER 30, 2014 (AGENDA ITEM 3)**

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Barrett made a motion, seconded by Director Avalos, to approve the Minutes of October 30, 2014; and the motion carried by the following vote of the Committee:

AYES:	Avalos, Barrett, Haggerty, Miley, Ross, Sinks and Wagenknecht.
NOES:	None.
ABSTAIN:	None.
ABSENT:	Bates.

**5. OVERVIEW OF SPARE THE AIR YOUTH FOR ENVIRONMENTAL SUSTAINABILITY (YES) CONFERENCE**

Jean Roggenkamp, Deputy Air Pollution Control Officer, introduced David Ralston, Community Engagement Manager of the Community Engagement Office.

Ms. Roggenkamp then introduced Kristina Chu and Yvonna Cázares, Public Information Officers of the Community Engagement Office, who collectively gave the staff presentation *Spare the Air Youth YES! Conference*, including program overview; YES! Conference 2015; keynote speakers; breakout session; conference video; and YES! Conference next steps.

Committee Comments:

The Committee and staff discussed whether the conference will be scheduled again in the future and the attendees this year.

Public Comments: No requests received.

Committee Action: None; receive and file.

**6. APPROVAL OF CONTRACT FOR SPARE THE AIR ADVERTISING / MESSAGING CAMPAIGNS**

Kristine Roselius, Communications Manager of the Communications Office, gave the staff presentation *Approval of Contract for Spare the Air Advertising/Messaging Campaigns*, including background; request for proposals; proposal evaluation; overview of final scores; and staff recommendation.

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Haggerty made a motion, seconded by Director Wagenknecht, to recommend the Board:

1. Approve of O’Rorke, Inc. as the selected contractor for the Spare the Air Campaigns’ Advertising, Communications & Evaluation Services; and
2. Authorize the Executive Officer/Air Pollution Control Officer (APCO) to execute a contract with O’Rorke, Inc. for an amount not to exceed \$1,950,000 per contract year as follows:
  - Spare the Air Every Day Campaign - \$1,125,000
  - Winter Spare the Air Campaign - \$825,000
  - In-language Winter Spare the Air survey - additional \$69,000

The motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Haggerty, Miley, Ross, Sinks and Wagenknecht.  
NOES: None.  
ABSTAIN: None.  
ABSENT: Bates.

**7. APPROVAL OF A CONTRACT FOR SPARE THE AIR RESOURCE TEAMS**

Ms. Chu gave the staff presentation *Approval of a Contract for the Spare the Air Resource Teams*, including background; request for proposals; proposal evaluation; overview of final scores; and staff recommendation.

Committee Comments: None.

Public Comments: No requests received.

Committee Action:

Director Wagenknecht made a motion, seconded by Director Avalos, to recommend the Board

1. Approve the selection of Community Focus to facilitate the Spare the Air Resource Teams; and
2. Authorize the Executive Officer/APCO to execute a contract with Community Focus for facilitation services in an amount not to exceed \$245,000 per contract year for up to three years.

The motion carried by the following vote of the Committee:

AYES: Avalos, Barrett, Haggerty, Miley, Ross, Sinks and Wagenknecht.  
NOES: None.  
ABSTAIN: None.

ABSENT: Bates.

**8. COMMITTEE MEMBER COMMENTS / OTHER BUSINESS**

Chairperson Ross restated the Committee request to receive the names of the YES! conference attendees so that members can send letters to those students in attendance.

**9. TIME AND PLACE OF NEXT MEETING:** At the Call of the Chairperson.

**10. ADJOURNMENT:** The meeting adjourned at 10:20 a.m.

Vanessa Johnson  
Acting Clerk of the Boards

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 14, 2015

Re: 2015 Spare the Air Campaign

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

Since 1991, the Spare the Air campaign has encouraged the public to adopt long-term behaviors to reduce air pollution and protect air quality. Past Spare the Air campaigns have targeted the general population, household decision-makers, young adults and solo drivers.

DISCUSSION

Last year's Spare the Air campaign featured a URL-based advertising campaign that focused on alternatives to driving alone to work. The campaign will be refreshed this season and target commuters region-wide, including non-English speakers.

The 2015 Spare the Air campaign's commuter-focused messaging and advertising will complement outreach efforts for the Commuter Benefits Program.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for the campaign is included in the Fiscal Year Ending (FYE) 2015 budget and proposed FYE 2016 budget. The campaign is funded primarily through the Congestion Mitigation Air Quality program, supplemented by the Transportation Fund for Clean Air (TFCA).

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 14, 2015

Re: Community Engagement Office Update

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

In December 2013, the Air District launched its Public Participation Plan and initiated a more deliberate effort to engage with communities throughout the Bay Area. Subsequently, the Air District began recruitment for a Community Engagement Manager to oversee implementation of the Air District's Community Engagement Program. Over 75 individuals applied for the position and the Air District hired the top two candidates whom would make an excellent team to carry out this important function for the Air District.

David Ralston and Luz Gomez joined the Air District in March of this year and are starting to implement key components of the Community Engagement Program including implementing the Public Participation Plan, developing the Community Grant Program and developing the Community Council.

DISCUSSION

Staff will provide the Committee with an overview of the Air District's Community Engagement Program, including an introduction of key staff, division of responsibilities, recent activities, and an outline of proposed activities for the coming year.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this program is included in the Fiscal Year Ending (FYE) 2015 budget and the proposed FYE 2016 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Luz Gomez and David Ralston  
Reviewed by: Jean Roggenkamp

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

**Memorandum**

To: Chairperson Mark Ross and Members  
of the Public Outreach Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 28, 2015

Re: Approval of Contracts for Graphic Design

**RECOMMENDED ACTION**

The Committee will consider recommending that the Board of Directors authorize the Executive Officer/APCO to execute two one year contracts with Envall Design and Firedrill for a total amount not to exceed \$125,000 for graphic design.

**BACKGROUND**

The Air District's Communications Office relies on contractors to assist with graphic design for infographics, Spare the Air campaign materials and presentations. The growing need for social media messaging and illustrative graphics has required ongoing graphic design work.

The Air District received 10 submissions from prospective graphic designers. Each of the submissions was reviewed based on evaluating statements of qualifications pursuant to the posted RFQ. The two submissions with the highest qualifications are Envall Design and Firedrill.

**DISCUSSION**

Staff is recommending Board approval of two new graphic design contracts as needed to coincide with the Fiscal Year Ending (FYE) 2015 budget and proposed FYE 2016 budget.

## BUDGET CONSIDERATION/FINANCIAL IMPACT

Funding for this contract comes from the following sources:

- Spare the Air Every Day
  - Congestion Mitigation Air Quality (CMAQ) - \$30,000 from the proposed FYE 2016 budget
  - Congestion Mitigation Air Quality (CMAQ) - \$12,500 from the FYE 2015
  - Transportation Fund for Clean Air (TFCA) - \$12,500 from FYE 2015
- Winter Spare the Air
  - General Revenue - \$35,000 from the proposed FYE 2016 budget
- General Revenue - \$35,000 from the proposed FYE 2016 budget

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**

Memorandum

To: Chairperson Mark Ross and Members  
of the Public Engagement Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: May 14, 2015

Re: Bike to Work Day Outreach

RECOMMENDED ACTION

None; receive and file.

BACKGROUND

The Air District was a sponsor of this year's 2015 Bike to Work Day and has sponsored the event since the mid-1990s. The Bay Area's 21st annual Bike to Work Day took place on Thursday, May 14, 2015, with all nine Bay Area counties participating in the event. The event is part of National Bike Month.

More than one million Bay Area residents live within five miles of their workplace. According to the 2013 American Community Survey, more than 62,000 Bay Area residents use a bicycle as their primary means of getting to work every day.

DISCUSSION

The Committee will receive an update about outreach efforts as well as an overview of promotional items used on Bike to Work Day.

BUDGET CONSIDERATION/FINANCIAL IMPACT

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Kristine Roselius  
Reviewed by: Lisa Fasano